



WISCONSIN MAIN STREET News

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Main Street MVPs...In a League of Their Own

The Wisconsin Main Street program wrapped up another winning season at the ninth annual awards program held April 23 at the Pavilion in Columbus. The event drew 225 people. A baseball theme was adopted for this year's awards. The evening included program vendors, hot dogs, baseball jerseys, and Cracker Jacks during the seventh inning s-t-r-e-t-c-h. The awards reflected the theme as well with baseballs signed by Governor Tommy Thompson and full-sized engraved baseball bats. Throughout the evening, participants traded baseball cards featuring Wisconsin Main Street Managers on the front and the community reinvestment statistics on the back.

Each year the awards recognize the year's best downtown revitalization projects and outstanding volunteers in Wisconsin's Main Street communities. More than 160 nominations were submitted for consideration this year. The following is a description of the award winners in each category. The Department of Commerce congratulates all the nominees on their winning efforts.



Special Award: Best Business Development Project

Winner: The Feed Mill Shoppes in Phillips, Owned by Bonnie and Harland Ball

The structure was built in 1926 as a potato warehouse. The Balls renovated the upper level to house a jewelry store, computer sales and service store, clothing store, and a feed store. The lower level provides space for an optometrist, massage therapist, antique store, and a beauty shop. The building provides a scenic shopping center on Duroy Lake. Total renovation cost was \$275,000.

Community Spirit Award

Recognizes an individual, committee, or organization that has made a genuine impact on the Main Street Program at the state level in addition to the local level, and exhibits an overall enthusiasm and ability to make downtown revitalization a true priority.

Winner: Viroqua Partners

This group takes networking and education seriously. Its Board members frequently attend state sponsored Main Street workshops, and it usually has more attendees than any other community at events such as the Governor's Conference on Downtown Revitalization. Each year, the organization trains a new group of volunteers. This kind of commitment has kept its program fresh and effective since its inception in 1989.

Pictured above: The structure was originally built in 1926 as a potato warehouse.



Feed Mill Shoppes in Phillips provide a scenic shopping center on Duroy Lake.



1998 MAIN STREET AWARDS

Best Downtown Special Event

Recognizes excellence in a single promotional special event. Judged on creativity, volunteer organization, and goal achievement.

Honorable Mention: Darlington Canoe Festival, Inc., Darlington Main Street
The 32nd annual Darlington Canoe Festival was by all accounts the best to date. This regional festival maintains its downtown location and focuses on free family entertainment. Highlights of the 1998 event were new and improved entertainment, fireworks, a teen street dance, a talent show, a parade drawing 5,000 spectators, and of course lots of canoeing.

Honorable Mention: Heritage Festival, Sheboygan Falls Main Street
More than 8,000 people were drawn to the historic downtown of Sheboygan Falls during this two-day event that celebrated Wisconsin's sesquicentennial. Over 30 corporate sponsors helped make this event successful. Activities included an Olde Time, Olde Town Sale; a covered wagon parade; a wooden nickel sale; Dixieland music; narrated trolley tours; a free fishing day; a wagon train encampment; buckskinners; silent movies; ethnic food tents; a pie eating contest; and a Main Street Conservation Town featuring 20 tents with a general store and trading posts.

Winner: Ethnic Festival, Two Rivers Main Street

Since Main Street took over the festival in 1998 it has grown from a few thousand people to more than 20,000 with more than 70 volunteers. The marketing plan included promotions in the Chicago area, radio talk shows, and statewide newspaper coverage. The State Department of Tourism provided a Joint Effort Marketing (JEM) grant. Activities included a Kinderland, 148 crafters and artists, 32 ethnic foods, and demonstrations such as wooden shoe making, logging and painting. Overall, 63 ethnic groups participated.

Special Award: Best Fund Raising Event

Winner: Reliving the Pioneering Experience Sesquicentennial Activities, Osceola Main Street

Knowing that first year events are difficult to pull off, the committee's goal was to have the celebration paid for before it occurred. Fund raising included grant writing, securing major prizes for a raffle, and advance ticket sales. The event raised \$49,000, and included a black-powder and fur trading rendezvous, Civil War encampment, craft show, log rolling, steam train rides, food, and entertainment.

Best Public-Private Partnership in Downtown Revitalization

Recognizes the Main Street organization and government entity that have demonstrated the highest degree of cooperation.

Winner: Main Street Waupaca and the City of Waupaca

The public and private sectors in Waupaca have worked together on an ongoing basis. Examples include the Department of Public Works assisting with setup and cleanup at Riverfest; installing downtown banners; mapping out placement for directional signs; working with Main Street on a downtown parking forum; and participating in a downtown visioning meeting. The city council approved Main Street's preliminary plan for Riverview Park improvements. In return, Main Street funds raised at Riverfest will be turned over to the city for park improvements. In 1998, Main Street donated time and funds for the construction of a stage in Riverview Park. Each year, the city helps fund Riverfest through its room tax and contributes \$20,000 a year to support the Main Street program. Main Street also receives support from the building inspector, city plan coordinator, assessor's office, police department, city administrator, and historic preservation commission.

First annual Reliving the Pioneer Experience was a big success for Osceola Main Street.





1998 MAIN STREET AWARDS

Best Creative Fund Raising Effort

Recognizes the Main Street organization that has displayed the most creativity and success in securing funds for its downtown program or a special project.

Honorable Mention: Model A Day — An American Spirit, Sharon Main Street
More than 175 Model A Fords lined the streets of downtown Sharon on the second annual Model A Day. Added attractions included vintage clothing, Keystone Kops, a silent auction, artisans and crafters, live music, a children's program, an ice cream social, and a pig roast. A year ago, the fund raiser netted \$1,100. In 1998, the proceeds totalled \$8,800.

Honorable Mention: Investment Catalog of Support by Robert Knippel, Rice Lake
Bob Knippel created an investment catalog that highlights individual projects and needs of the Rice Lake Main Street Association, with support levels ranging from \$25 to \$12,000. The format allows potential donors to select an area of interest and target their financial support or to actually supply the Main Street office with specific items. Each board member made his or her own contribution and then asked five businesses to choose an item from the catalog. The catalog netted more than \$11,000 in cash, in-kind services, and equipment.

Honorable Mention: Promotional Sponsorship Program, Downtown Beloit Association
A goal in the Downtown Beloit Association's strategic plan is to have all promotions be self-funding. This means the funding is in place before the events are launched. To accomplish this a sponsorship campaign was established which has already generated more than \$5,000. Potential business sponsors are presented information packets that include an event's background and a monetary request. The goal is to pair sponsors with events that compliment their business. For



Popcorn wagon once again a part of downtown Columbus.

example, Kerry, Inc. has several hundred downtown employees, so it sponsors the noontime Fridays in the Park. The Farmers Market has sponsorship from area healthcare providers. In return for their sponsorship the business is given as much visibility as possible with banners, posters, advertising, and a presence at the events.

Honorable Mention: Adopt-A-Street Light Program, Tigerton Main Street
This fund raiser was initiated to fund new decorative street lighting in the downtown. For a \$1,000 donation, individuals could adopt a new street lamp and have an individual lamp dedicated with a plaque and a memorial of their choice. All 18 lights were adopted. In addition, the campaign raised about \$12,000 in pledges. The entire \$38,000 project cost Main Street less than \$5,000.

Winner: Columbus Popcorn Wagon, Inc., Columbus Main Street
It was a sad day in 1979 when George Hasey's Popcorn Wagon was sold at auction to an "out of town" for \$17,900. The wagon had been on the main four corners of Columbus for over 50 years. Over the years, Columbus people kept track of the wagon's whereabouts and tried to buy it back. Finally, the day came when the current owner offered to sell it for \$50,000. Main Street manager Judy Goodson helped organize a

series of public meetings to explore options that would bring the wagon home. A corporation was formed and stock was sold at \$100 a share. Promotions to sell the stock came in many forms including llamas downtown with "Pop for the Wagon" on their blankets. Just when it seemed that this huge task would never be accomplished, an anonymous donor came forward to make up the difference. The wagon came home in April 1998 and was unveiled at the annual Redbud Festival in May. The fund raising continued as the first box of popcorn brought \$500.

Best Printed Promotional Item

Recognizes the best printed promotional piece produced by a Main Street organization. Judged on graphics, type, layout, content, and distribution.

Winner: Richland Center Main Street
In August, a fire destroyed the Richland Center Chamber/Main Street and Educational Development office and promotional materials. With budget constraints in mind, the Chamber/Main Street Partnership had to design a flexible promotional piece with a long shelf life. The group settled on a mailer with easy to change inserts. The funding partnership included the Chamber, Main Street, Richland County, Richland County Trails, Richland Electric Cooperative, and Dairyland Power Cooperative. Approximately 7,000 flyers were produced. Gordon Glass, a local pen and ink artist, donated the artwork. The mailer has been used as a handout at the Discover Wisconsin Vacation Show and are available at the new Richland Center visitor center. To keep the cost low, community volunteers fold, glue, and stuff the mailers. The flyers are mailed out with maps, business listings, event calendars, and other promotional information.



1998 MAIN STREET AWARDS

Best Retail Event

Recognizes excellence in a single promotional retail event. Judged on creativity, cost effectiveness, total participation, and goal achievement.

Winner (tie): Downtown Halloween Promotion, Positively Pewaukee

For less than \$250, Pewaukee created a highly successful downtown retail event. Attendance estimates ranged from 700 to 1,000 people at a parade and trick-or-treating at downtown businesses. Approximately 30 businesses participated in the event. The goal was to make townspeople aware of the businesses downtown. The committee chose a target audience of preschool to middle school children and their parents. As a result of the event a number of retailers recorded improved sales and several long-time businesses were rediscovered by area residents. In addition, a developer decided to go ahead with a major downtown development project. Other activities included pumpkin painting, a Survive Alive House, and ghost stories.

Winner (tie): Jefferson Street Grand Opening, Sturgeon Bay Community Development Corporation

Main Street put on a party to celebrate the completion of street construction on Jefferson Street, a growing retail area in downtown Sturgeon Bay. The Grand Opening celebration was a thank you to the community for its support during construction, and a way to bring out-of-town visitors to the downtown. Shop owners were so pleased with the outcome that they voted unanimously to make it an annual event. All of the businesses organized in-store promotions. Activities included an art show, chalk sidewalk drawing, a Celtic harp player, a strolling violinist, a dried herb specialist, storytelling, glass blowing, fiber arts, music, and photography.

Best Downtown Business Retention/Recruitment Program

Recognizes the organization that has created and implemented the most complete retention and/or recruitment program for its downtown.

Winner: Chippewa Falls Main Street

During August 1997, Main Street learned that Gordy's IGA and Gordy's Hardware Hank were considering moving and expanding outside of the downtown. Main Street contacted Gordy Schafer and learned the obstacles that were making a downtown expansion difficult — purchase of the downtown building and parking. Eventually the current building owners agreed to sell and Main Street received grassroots support from downtown businesses and the public to close a street (between Gordy's businesses) that would solve the parking problem. The city supported Main Street's initiative. The ground breaking for the supermarket expansion project was held in September 1998. The cost of purchasing the property, construction and new equipment was over \$6 million. Gordy Schafer has said several times that without the help and support from Main Street and the city he would have expanded outside of the downtown. The project retained several jobs and the supermarket's traffic, which is estimated at 2,400 customers per day.

Best Volunteer Development

Recognizes the Main Street organization that has developed the most thorough effort to recruit, train, motivate, and recognize volunteers for their program or for a specific project.

Winner: Alley Cat Clean Up, Main Street Marshfield

Main Street Marshfield was striving for an organized, long-term process to clean up and renovate the downtown, so it created a downtown redevelopment plan. Main Street presented the clean up plan to



Alley Cat Clean Up well-supported in Marshfield.

several groups. A group of 70 made up of 4th graders, church groups, and Boy Scouts came forward to participate in the first Alley Cat Clean Up, and filled two trailers with trash, weeds, and branches. The Alley Cat Clean Up is now done twice annually.

Historic Preservation Awards

Recognizes outstanding achievement in the area of historic preservation planning. This includes conducting historic building surveys, nominating a district to the National Register of Historic Places, developing a historic walking tour, or organizing to save a community landmark.

Communities Honored:

The Black River Falls Downtown Association worked closely with the City of Black River Falls to create a historic preservation ordinance that would protect the city's historic and cultural heritage. In addition, the association developed design guidelines to serve as a practical guide for historic rehabilitation projects. The city also established a preservation commission to designate historic structures in the future.

The Columbus Preservation Commission was pleased to receive designation of the Prairie Street Historic District to both the State and National Registers. The district is an "exceptionally fine and highly intact historic residential neighborhood" located just north of the historic commercial center. Many of the houses in the district



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were the residences of the owners of the buildings and businesses in the downtown.

The City of Richland Center completed the task of writing and passing a historic preservation ordinance. The city held a public hearing that drew supportive testimony from community supporters, the chair of the Historic Preservation Committee, a representative of the State Historical Society, and Main Street representatives. The completed ordinance was adopted in April 1998. The city has recently applied to the State Historical Society for status as a Certified Local Government (CLG).

Viroqua Historic Preservation Commission has achieved a great deal since its inception. It has held three educational seminars on historic preservation for the community, and added a preservation reference section to the public library. The commission has also developed a series of "process" documents for application of buildings or sites for landmark designation. So far, the commission has designated two properties and recommended three more to the city council. A historic preservation lecture and walking tour are scheduled for the 1999 Historic Preservation Week.

On Broadway, Inc. realized that listing as much of the program area as possible on the National Register of Historic Places would help business and property owners take advantage of important state and federal incentives to encourage historic preservation. The Broadway and Walnut Districts were both listed on the State Register of Historic Places in October 1998 and expect to be listed on the National Register. The two historic districts encompass nearly 40 buildings. Property owners can apply for tax credits as soon as eligibility is determined, and four property owners had already begun the application process by the end of 1998. Renovations are expected to total several million dollars. These are the first Green Bay commercial buildings ever nominated to the National Register.

Best Downtown Public Improvement Project

Recognizes the municipality or the Main Street organization that has designed and implemented the most attractive, functional, and sympathetic public improvements in the downtown.

Winner: Viroqua Partners Alley Cats, Viroqua Chamber-Main Street

Two years ago, the Viroqua Partners formed the Alley Cats committee, which focuses on cleaning up alleys and back areas of the downtown businesses. Volunteers have donated their time to paint back porches and stairways, while Viroqua businessmen shared costs to resurface two large alleys. Pedestrian traffic in the alleys has already increased dramatically. Last spring 50 National Guardsmen volunteered to work in the downtown for a day. The guardsmen worked with Viroqua's Design Committee painting fire escapes, tearing down old stairways, painting buildings and trim, spraying and cutting weeds and building 45 wooden flower boxes.

Best Interior Renovation

Recognizes the business owner's ability to make the best possible use of existing sales space to create a powerful merchandise presentation.

Winner: Roy and Kim Richmond, Two Rivers

Roy and Kim Richmond decided to open an upscale gift shop in the building they own known as the Stephany Block. They spent several months visiting similar existing shops between Door County and Milwaukee. After considerable planning time they proceeded with the project. All materials were removed from the walls. Plaster areas were reconstructed with wall board and painted. The Richmonds removed floor coverings, and rebuilt part of the wood floor. The suspended ceiling was removed and the tin ceiling was repaired. Two of the original light fixtures

were discovered and rehung. Antique cabinets, stoves, and cupboards were brought in to display the merchandise.

Best Façade Rehabilitation Under \$5,000

Recognizes the best single façade rehabilitation project using \$5,000 or less. Judged on design quality, creativity, and impact within budgetary and other constraints.

Winner: Marlin Mueller, Eau Claire

Marlin Mueller used historic photographs to determine how the façade should look after rehabilitation. In a matter of a few short months, he changed the building's exterior from painted brick with false beams and wood paneling to natural brick with glass brick windows. Marlin did much of the work himself. Professionals removed multiple layers of oil-based, lead-based, and even milk-based paint without damaging the surface of the aged bricks. Total project cost was \$4,912. Marlin operates his hair care business out of the building on one of Eau Claire's busiest corners and wanted the exterior to reflect what he enjoys about the City Center — the historic neighborhood feel.

Best Façade Rehabilitation Over \$5,000

Recognizes the best single façade rehabilitation project completed using \$5,000 or more. Judged on the physical design of the façade, which should enhance the commercial district in appearance or function and encourage further design improvements.

Honorable Mention: Dr. Craig and Julie Hunter, Darlington

The Hunters purchased two adjacent buildings with the intention of rehabilitating them and moving Craig's dentist office downtown. The upper stories were in reasonably good condition. Upper story windows were repaired and reinstalled. The façade was removed except for the support structure, and wooden store fronts were built. Craig and Julie did



1998 MAIN STREET AWARDS



Historic photographs were used to learn the original design of this 1870 building.

much of the painting themselves, including developing the final color scheme. In addition to the wooden components of the storefront, the Hunters included brickwork consistent with the masonry on the upper façade. The total cost of the rehabilitation was approximately \$8,000.

Winner: Dos Gringos Restaurant, Ripon, Bart Schepp-Business Owner, Tom and Mary Avery-Building Owner

The 1870 building had been covered in the 1970s in an attempt at modernizing the structure. Tom and Mary Avery used historic photographs to learn the original design of the store front. The original wood kickplates and decorative cast iron columns were uncovered. The project's carpenter constructed a new wood sash that accommodated energy-efficient non-tinted thermopanes. The business owner did much of the demolition to keep the renovation cost manageable. With the kickplates, storefront glass, second story windows, and awning installed along with a fresh coat of paint, the building's impressive architectural character was once again revealed. Total cost was \$13,000.



Best Adaptive Reuse Project

Recognizes the best reuse of a building that has outlived its former use. Judged on design quality, appropriateness of usage, and economic impact on the downtown.

Honorable Mention: Accredited Cheese Building, Dr. John Gallagher, Green Bay On Broadway used Community Development Block Grant (CDBG) funds to purchase the Accredited Cheese building, which had been on the market for years. The property was then sold to Dr. John Gallagher. John and his investors spent \$2.7 million renovating the building and brought 77 new jobs to the district. Gallagher's Off Broadway is now an upscale Italian restaurant with an Irish pub. Each of the three floors has its own character. The warm environment of the third floor restaurant decorated in rich green carpeting, wooden frame booths, over-stuffed couches, exposed brick walls and conduit systems features a wonderful view overlooking Veteran's Memorial Park. The banquet facilities and meeting rooms on the second floor come complete with high tech audio and visual equipment. The Tin Whistle pub graces the first floor.

Honorable Mention: Brewery Creek Building, Jeff and Deborah Donaghue, Mineral Point

The Brewery Creek building is a three-story limestone structure built in 1854 as a warehouse to serve the anticipated railroad. In 1856, the warehouse was described as "the most prominent building in the village." Over the years the warehouse had many uses including a cold storage facility, an insulation factory, and a veterinary surgery facility. By the 1970s, the building had gone to ruin. When the Donaghues purchased the building in the spring of 1995, the Stone Warehouse had been structurally restored close to the condition of a new 1854 warehouse. However, there was no heating or plumbing, no electricity, no interior walls, no windows or doors, no stairwells, and the first floor was dirt. The Donaghues worked with an architect to lay out a mixed-use plan that included a modern brewery pub, an inn, and living quarters for the family. They received historic rehabilitation tax credits for the 11-month project. The Brewery Creek Inn is now housed on the upper two floors, while the state-of-the-art barrel brewhouse is housed on the first floor.

Winner: Treasury Restaurant, Ripon, Duke and Maureen Larson Owners

The former First National Bank building has been a landmark in Ripon since 1933. The Larsons purchased it in 1996. Renovations took place from top to bottom and included a new roof, plumbing, electrical, and HVAC systems. The walls and ceiling were replastered due to damage from frozen pipes. In addition, the terrazzo floor was restored and several skylights were uncovered. The vault and the president's office were redesigned into private dining rooms. Duke and Maureen chose a subtle five-color paint scheme which was applied to the lobby area. The Larson's are proud that every architectural element was retained while the upscale dining facility was redeveloped. Total cost of the project came to \$350,000.



1998 MAIN STREET AWARDS

Best New Building Project

Recognizes the individual, group or business that has constructed a quality building in the downtown area. Judged on design quality and an appropriate relationship to surrounding architecture.

Winner: Nicky's Lionhead Tavern, De Pere, Owned by John and Tom Nick
Nicky's has been a family-owned and operated business on De Pere's near west side since 1980. To help meet the market demand of more than 3,000 downtown employees, Tom and John Nick decided to expand with a new building downtown. This included a commercial kitchen, full dining area, and an upstairs mezzanine. The business made every effort to develop a quality structure that would add to the historic character of the downtown and neighboring buildings. The lion's head above the new entrance was commissioned and hand-crafted by a De Pere artist. The Nicks hope their project will encourage other business owners to also invest in the downtown. The expanded business opened early in 1998 at a cost of over \$500,000.

1998 Wisconsin Main Street Honorary Board of Directors

Nancy Friebe, De Pere
John Blattner, Sheboygan Falls
Kay Rodewald, Two Rivers
Don Killips, Blanchardville
Lon Haldeman, Sharon
Dan Gallistel, Phillips
Beverly Meissner, Pewaukee
Pete Dawson, Chippewa Falls
Shirley Austin, Black River Falls
Dr. Wava Haney, Richland Center
Robert Knippel, Rice Lake
Audrey Nelson, Tigerton
Mark Erickson, Osceola

Fred Backhaus, Beloit
Jerry Nelson, Marshfield
Mary Gordon, Waupaca
Karen Thornton, Green Bay
Mark Nelson, Sturgeon Bay
Tony Rubasch, Viroqua
Cal Schaub, Ripon
Joleen Larson, River Falls
Joe Jopek, Antigo
Lucille May, Mineral Point
Pat Whalen, Darlington
Betty Trowbridge, Wautoma
Joel Huntley, Columbus*
*Honorary Chairperson

Volunteer of the Year Awards

James Tobias-Becker, De Pere
Melissa Geisthardt, Sheboygan Falls
Connie Krogh, Eau Claire
Dennis Teichow, Columbus
Nick Stangel, Two Rivers
Marla Lind, Blanchardville
Audrey and Leroy Way, Sharon
Bonnie Ball, Phillips
Sunnie Scott, Pewaukee
Kelly Roshell, Chippewa Falls
Janet Talaga, Black River Falls
Jim Husnik, Richland Center
Debra Bjugstad, Rice Lake
Mike Desrochers, Tigerton
Frank Prosecky, Osceola
Jeff Sennett, Beloit
Shelby Weister, Marshfield
Don Schroeder, Waupaca
Gail Ives, Green Bay
Cindy Swinarski, Sturgeon Bay
Lynn Heatley, Ripon
Kathy Straub, River Falls
Gary Smits, Antigo
Phil Mrozinski, Mineral Point
Marilyn Hill, Darlington
Linda Warsek, Wautoma
Trudy Wallin, Viroqua*
*Honorary Captain

Main Street Manager Years of Service Awards

Recognizes the local program managers for their commitment and hard work in managing the downtown efforts in their respective communities.

One Year of Service

Chad Helgeson, Black River Falls
Amy Charles, Blanchardville
Gene Hackbarth, De Pere
Patrick Nehring, Pewaukee
Becky McKee, Sturgeon Bay
Pat Kytola, Osceola

Two Years of Service

Todd Barman, Darlington
Kirsten Means, Eau Claire
Stephanie Hawkinson, Green Bay
Janet Olson Halaas, River Falls
Brian Derus, Tigerton
Lori Dehlinger, Waupaca
Joyce Wessley, Wautoma

Three Years of Service

Judy Goodson, Columbus
Zelda Anderson, Phillips
Kathy Wellsandt, Rice Lake
Sue Leyda, Richland Center
Lisa Wegener, Sheboygan Falls

Four Years of Service

Sandra Jantz, Sharon

Five Years of Service

Sheila Ashbeck-Nyberg, Marshfield
Ingrid Mahan, Viroqua
Jon Weiss, Mineral Point

Seven Years of Service

Craig Tebon, Ripon
Jim Schuh, Chippewa Falls
Mike Ascher, Two Rivers

Ten Years of Service

Andrew Janke, Beloit



1998 MAIN STREET AWARDS

Best Historic Rehabilitation Project

Recognizes the individual or business that has completed an outstanding historic rehabilitation project. Judged on design quality and impact in the downtown.

Winner: Farmers and Merchants Union Bank, Columbus

From a distance, the elegant façade of the Louis Sullivan Farmers and Merchants Union Bank appeared to be in good condition. On closer examination, one could see the hairline cracks in the terra cotta and the loss of details of the façade ornamentation. John G. Waite of John G. Waite and Associates, of Albany, New York, oversaw the project. Spray-O-Bond Company of Niles, Illinois was hired to restore the historic building. The entire terra cotta façade and the marble name-

plate on the face of the bank were removed and catalogued, one piece at a time. Some were repaired, others rebuilt, and others replaced. Removal of the architectural details took several months. In the summer of 1998, the painstaking job of reinstalling, color matching and problem solving began. Gianfranco Tassara, of Inspired Artisans, Milwaukee did the gold leafing and the marble polishing on the façade. The cost of the project reached well into five figures. Yet to the untrained eye, the façade has not changed. That is how Louis Sullivan would have wanted it.

Facade of Louis Sullivan-designed Farmers and Merchants Union Bank in Columbus restored.



Downtown: In the Spotlight
Mark your Calendar!
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on Downtown Revitalization
October 5 & 6 • Menomonie, Wisconsin

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